

## Vehicle for Hire Program 2021 Work Plan

Focus Area	Action Items	Source of Action Item
Accessible service strategies	<ul style="list-style-type: none"> <li>• Develop strategies to address accessible vehicle for hire capacity challenges such as availability of wheelchair accessible taxis and long wait times.</li> <li>• Explore the current accessibility surcharge capacity to fund accessible vehicle for hire pilots.</li> <li>• Deliver updated training materials for accessible taxi drivers to industry and support industry's utilization of these materials.</li> <li>• Continue research and consultation in the viability of a Centralized Booking Service.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions between Administration and the Accessibility Advisory Committee.</li> </ul>
Stakeholder engagement	<ul style="list-style-type: none"> <li>• Liaise with stakeholders such as industry members and the accessibility advisory committee on a regular basis to keep abreast of stakeholder needs and concerns.</li> <li>• Engage stakeholders regarding potential bylaw amendments to address concerns.</li> <li>• Provide regular vehicle for hire program updates to industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from stakeholders requesting more frequent engagement.</li> </ul>
Safety measures in vehicles for hire	<ul style="list-style-type: none"> <li>• Continue development of strategies to address driver and passenger safety in vehicles for hire.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions with stakeholders including Women's Advocacy Voice of Edmonton (WAVE) Committee.</li> </ul>
Bylaw review	<ul style="list-style-type: none"> <li>• Conduct engagement and cross-jurisdictional research in identified areas of the bylaw that could result in recommendations for amendment.</li> <li>• Review transportation services such as customer service vehicles operated by some businesses for suitability of regulation under the Vehicle for Hire Bylaw.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous operational review and feedback from stakeholders.</li> </ul>

### Attachment 3

Education	<ul style="list-style-type: none"><li>• Three focused areas for outreach will include connecting with existing stakeholder organizations and social media communication.</li></ul>	<ul style="list-style-type: none"><li>• Public engagement feedback and research regarding vehicle for hire bylaw education needs.</li></ul>
Monitoring and data gathering	<ul style="list-style-type: none"><li>• Monitor driverless vehicle for hire regulation development in other jurisdictions.</li><li>• Monitor the City's first kilometre/last kilometre solutions involving vehicles for hire.</li></ul>	<ul style="list-style-type: none"><li>• Identified by Administration to promote adaptability of regulation to current needs and to promote alignment of the vehicle for hire program with the City's transportation programs.</li></ul>
Enforcement strategies update	<ul style="list-style-type: none"><li>• Explore, with Community Standards, needs and costs relating to updating of enforcement equipment, including fleet vehicles and strategic approaches to addressing industry bylaw infraction concerns.</li></ul>	<ul style="list-style-type: none"><li>• Identified by Administration to support bylaw enforcement capacity.</li></ul>